



As a business, it is important to recognise that not all of your customers are the same.

Sometimes they will need additional help and support – either in communicating with you or in using the services you provide.

Vulnerabilities or extra help needs can be short or long term. They can be the result of a mental or physical disability, condition or accident, but can also be brought on by traumatic life events such as bereavement or divorce.

Whatever the cause of the vulnerability, it is important as a provider that you are sympathetic to and understanding of the potential circumstances of your customers.

When customers contact you, you won't always know that they require additional support. It is for this reason that you should be upfront about the additional support you are able to provide, and flag this to your customers so that they can inform you about their needs.

The following sections provide examples of the type of help that Zen offers to its customers. You are welcome to use the information in these links to shape your own vulnerability and accessibility policies.

Vulnerability policy

It is important as a business dealing with customers to have a clear vulnerability policy. It should outline your commitment to treating all customers fairly and with respect and encourage them to contact you regarding any additional support they require.

You can view the Zen vulnerability policy [here](#).

Hearing and communication

For customers who have hearing or speech difficulties, communicating with you can be problematic.

Relay technology and live chat can be used to make communication easier, as can the ability to nominate a third party for billing and account queries, and even providing a priority service.

More information on the hearing and communication support Zen provides to its customers can be found [here](#).



Sight

Visual impairment can make the reading of information difficult or even impossible.

Again, the use of a third-party nominee can help, as can sending customer communications using alternative formats.

Details of the help and support that Zen provides to visually impaired customers are available [here](#).

Cognitive impairment

Conditions such as dementia, brain injury, mental health conditions and learning difficulties can impact a customer's decision-making or communication abilities.

It is important to make instructions and advice as clear and simple as possible. Customers should not feel pressured into making decisions, and third-party nominees can again prove very useful. Priority service might be beneficial too.

More details on the help and support that Zen provides to customers with cognitive impairment are available [here](#).

Mobility

Customers with mobility issues may sometimes be unable to carry out necessary tasks.

For example, at Zen we often ask customers to access their master socket when a connection fault is raised. For customers unable to carry out certain tasks, this can create a stressful situation. Priority and home-based service can help to alleviate this stress and diagnose and deal with faults when they occur.

If customers have difficulty interacting with communication devices (such as holding a telephone), the use of a nominated third party can again prove beneficial.

Full details of Zen's mobility policy can be found [here](#).